Behavioral Sciences — any science that studies the behavior of man & lower animals in their physical and social environments by experimental and observational methods similar to those of other natural sciences

Recognized behavioral sciences are psychology, sociology, social anthropology and those parts of other social sciences similar to these in outlook & method.

Three classes of Behavioral Data
1. Self-descriptions — from interviews, questionnaires
2. Direct Observation
3. Description by use of an informant or secondary data, e.g. high school grades.

How measured? Behavioral science methodology relies heavily on inferential statistics.

Camelot: Considered a country as a system of interrelations to be studied from several perspectives including external relation

Planned to use societal model emphasizing social change.

Data were to be from 23 prior revolution using parameters stated in the model

Objective: whether feasible or not to conduct intensive, extensive & enduring research into problems of identifying, forecasting or influencing the actions of social forces potentially leading to internal war.

Physical + Natural Sciences → Their nature permits
 1. Better definition of variables
 2. Better measurement of variables - direct observation
 3. Better control of variables

Behavioral + Social Sciences -
 1. Variables often unspecified + must be determined
 2. Measurement is often indirect and on nominal scales
 3. Control over variables is often marginal

 To compensate for this Behavioral + Social Sciences must rely heavily on inferential statistics and modelling.

 ~~This~~ This is essentially the same ~~task that the~~ kind of data, indirect measurement + poorly ~~so~~ defined, that the Intelligence analysts must use in making Estimates

Areas of Intelligence Effort

Behavioral
Patterns
{
1. Individual Assessments   —   individual
2. Group Structure Analysis — Organization of movements   group
3. Attitude measurement of population   nation
4. Belief System Analysis — culture
}

~~methods~~ Methods of Data Collection

{
1. Personality Dynamics —
2. Communication dynamics — within group, motivation
3. Indirect sampling techniques
4.   "   "   "
}

— ~~Tools of methods~~

1. Establishment of normative data
2. Identification of critical variables
3. 'Model' building based on these data
4. 'Model' testing — i.e. prediction
    a. regarding B existing trends
    b. , "   emerging trends
    c.   "   effect of altering variables
     within system from
    d. determination of best means to
     alter variables for desired goals

Analytic techniques
1. Experimental methods using 'model' simulation
    or laboratory research

2. Inferential statistics

3. Knowledge of substantive area with regard to goals.

These methods should be useful in studying and predicting

1. Individual + group motivation particularly with regard to decision making process

2. Assessment of communication systems, team or group function

3. ~~Evaluate~~ Prediction + evaluation of human performance

4. Persuasion techniques — in context of national or cultural values.